

ABSTRACT OF THE DISCLOSURE

A color matching and coordinating reference system for use by manufacturers and consumers of goods includes assigning a unique identification code for each of a plurality of colors. The identification code includes color family indicia, color value indicia, and color selector device indicia. Preferably, each color is assigned a unique color name as well. Manufacturers utilizing the system of the present invention label or otherwise associate each good with the identification code for each color used therewith to assist the consumer in matching and coordinating colors. Color selector devices and tables can be used by the consumer or manufacturer in finding matching colors or coordinating/complimentary color combinations.